



In 2008, Chico State started a Field School program so university students could volunteer their time and talents to public lands.

5 TO 500 IN FIVE YEARS





- Community Stewardship: Habitat Restoration, Trails
- Citizen Science: I & M, Data Collection
- Community Engagement: Trunks, Tabling
- Communication: Publications, Products, Social Media
- Conference/Event Management
- Consulting: Millennial, Spanish/Latino, Messaging
- Caretaking/Custodial: SPIF, Cyclical, Spike Camps





- Old Spanish NHT
- Anza NHT
- Pacific Crest Trail
- Redwood Rescue
- Trails Forever
- California State Parks
 - Mt. Tam
 - Angel Island
 - Castle Crags
- Bidwell Park

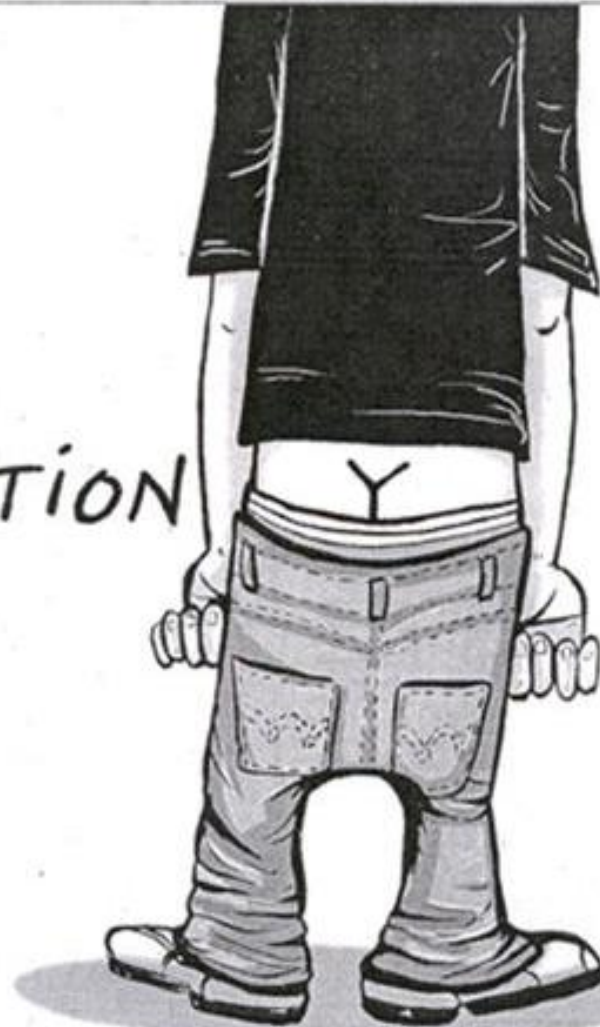


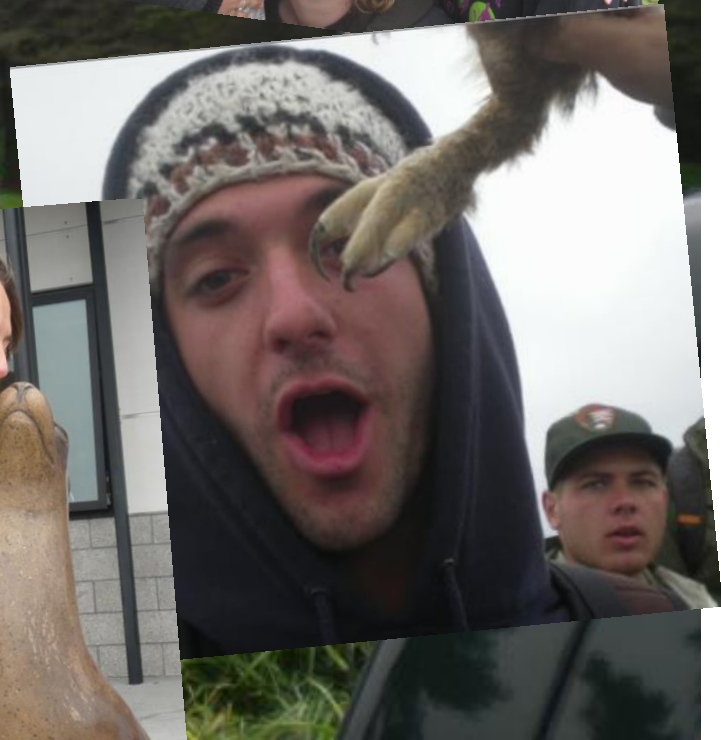
- Event Management
- Millennial Consults
- Social Media
- Alt Transit

THE MUCH MALIGNED MILLENNIALS

JOURNAL DE QUÉBEC | MARDI 22 JANVIER 2008

GÉNÉRATION









The Best of the Gifts
We've Been Given...

Special Grace of Our Times

Millennials

- Who Are?
 - 80 Million
 - Very Diverse
- Where Live?
 - National
 - SW & South
 - Metro & Suburban
- Why Intrigue?
 - Future Leaders
 - College/Career
 - Save Us From Ourselves
- Where Are They...
 - Psychologically
 - Becoming
 - Hopeful & Worried
 - Links to Nature
 - Mediated
 - Language of Leisure
 - Digital
 - Digital/Social Media
 - Ubiquitous



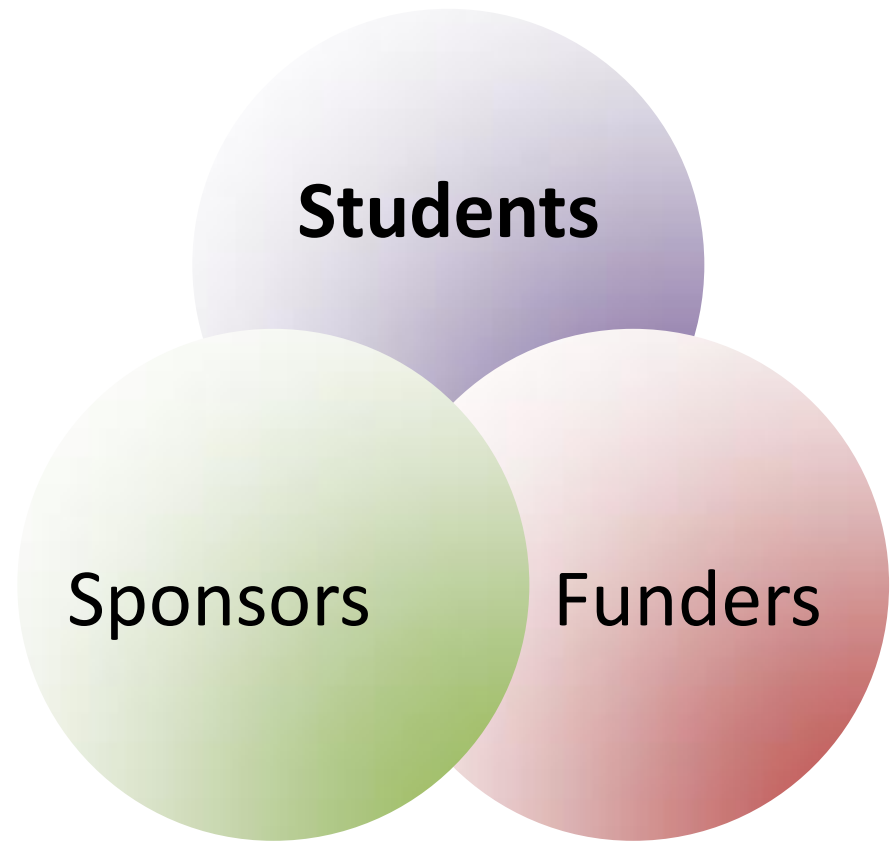
How To Engage Millennials

- Special
 - Volunteer
 - Make Own History
 - Market Savvy
 - Icons
 - Skeptical
 - Connected
 - Friends & Family
 - Hands On
 - Learn by Doing
 - Becoming
- Prefer...
 - Fun and Entertaining
 - Interactive & Active
 - Make Feel Special
 - Behind The Scenes
 - Stories to Share
 - SWAG
 - Deals....Give/Get
 - Hospitality Amenities
 - Sleep Inside & Outlets
 - Connected Digitally



How We've Grown Field School

- How Built Support
 - Partner Needs
 - “Instrumental”
Nature of Nature
- Measures of Success
 - Growth
 - Change
 - Goals
- Human Capital
 - Team Leads
 - Grad Students



One and Won

Redwood Rescue Junior Ranger Day

- Key Findings
 - 35% 1st timers
 - 64% of 1st timers want to spend more time outdoors
 - 65% returnees
 - 35% 6+ FS
 - 71% of non-RECR majors said they want to spend more time outdoors



Faces of Field School



Faces of Field School

California Trails and Greenways Conference, Spring 2013



Faces of Field School

Old Town Sacramento, Tourism Cares, Fall 2012



Faces of Field School

Redwood Rescue at Muir Woods, Spring Break, 2013



Faces of Field School

Having Fun



Faces of Field School

Angel Island & Muir Woods, Fall 2012





Faces of Field School

Presidio of San Francisco in fall 2013

Faces of Field School

Golden Gate Bridge 75th Anniversary Celebration in Spring 2012



Faces of Field School

Sequoia National Park Junior Ranger Day, Spring 2013





Faces of Field School

Golden Gate Bridge 75th Anniversary Celebration in Spring 2012

Faces of Field School

Junior Ranger Day at Muir Woods National Monument, Spring 2013



Faces of Field School

Hong at Junior Ranger Day, Muir Woods, Spring 2013



Faces of Field School

Buffalo Soldiers Adventure at Yosemite and Sequoia National Parks



Faces of Field School

Presidio of San Francisco in fall 2012



Faces of Field School

Tourism Cares for Old Town Sacramento, Fall 2012



Faces of Field School

Junior Ranger Day at Sequoia National Park, Spring 2013



Faces of Field School

Angel Island State Park, Fall 2013



Faces of Field School

Whiskeytown National Recreation Area Harvest Fest, Fall 2012



Faces of Field School

Junior Ranger Day Team at Sequoia National Park, Spring 2013



Faces of Field School

Redwood Rescue, Fall 2013



Faces of Field School

Angel Island State Park, Fall 2013



Faces of Field School

SSS Mentors at the Presidio of San Francisco, Penny the Mascot



Faces of Field School

Buffalo Soldiers Adventure at Sequoia and Yosemite National Parks



Faces of Field School

Junior Ranger Day at Sequoia National Park



Faces of Field School

Junior Ranger Day at Muir Woods National Monument, Spring 2013



Faces of Field School

Whiskeytown Harvest Festival, Autumn 2012



Faces of Field School

Redwood Rescue Alternative Spring Break, Spring 2013



Faces of Field School

Redwood Rescue Jr. Ranger Day, Spring 2013



Faces of Field School

Junior Ranger Day at Sequoia National Park, Spring 2013



Faces of Field School...on facebook

facebook  Search for people, places and things   Emilyn Sheffield Find Friends



Jason Dwayne Hemsley II

 Add Friend  Message 

Timeline About Friends

facebook  Search for people



Curtis Azevedo

Timeline About Friends 2 Mutual Photos 669 More 



Hong Jiayang (洪嘉洋)

 Friends  Message  Give Gift 

Timeline About Friends 2 Mutual Photos 68 More 



 Friends  Message  Give Gift 

Timeline About Friends 2 Mutual Photos 669 More 



THANK YOU
CHICO STATE
for
Volunteering



Win

